

SIERRA MADRE NEWS

VOL. VI

SIERRA MADRE, LOS ANGELES COUNTY, CALIFORNIA, FRIDAY, OCTOBER 31, 1913

NO. 5

WHAT'S THE MATTER WITH SIERRA MADRE? - ONE REMEDY

What's the matter with Sierra Madre? That is a question which a good many people with the interest of the community at heart have been asking for some time.

There is a temptation to spend so much time and energy talking about the advantages of the place that we will go to sleep on the job and forget to make improvements or correct shortcomings. Possibly that is responsible for the present condition.

Whatever the reason, there is prevalent a feeling that something should be done to prove that the town is not asleep, perhaps to get the spotlight turned this way once in awhile. While there has been a gradual growth during the past three or four years it may be questioned whether or not the growth has not been too gradual, and hardly up to the average in Southern California.

Annex Some Prosperity

It is only in rare instances that prosperity is forced upon a community. When prosperity is passed around it is usually necessary for each community to grab its own share. Perhaps Sierra Madre has been a little backward.

Attempts to analyze the situation have brought a good many people to the same conclusion—that there have not been enough evidences of material improvement to impress visitors. It is five years since the most of the Sierra Madre streets were paved. They are for the most part streets to be proud of. But good streets are so commonplace in Southern California now that they are almost taken for granted.

The acquisition of a municipal water system by purchase of the local water company and condemnation of the Baldwin rights in the Little Santa Anita canyon has been the biggest single thing that the city could have done. But a water system is invisible and is usually taken for granted and while pure municipal water is a good talking point the opportunity to impress it is not always available.

The Poor Pedestrian

Returning to the matter of streets, our pavements are great for those who ride. But what about the walking majority? When the streets were improved it was pointed out that the laying of sidewalks would not be necessary for some time to come because walking would be good in the streets and Sierra Madre could get along without sidewalks just as it always had done and as many other Southern California towns do.

But during the past five years Sierra Madre has advanced to the point where sidewalks are regarded by many people as an absolute necessity. Autos have increased on our streets in the ratio of at least 100 to 1, making pedestrians in the streets less safe. And the sarcastic comments of visitors who object to walking in the middle of the streets would be enough to con-

vince almost anyone of the wisdom of laying sidewalks.

Gives Poor Impression

While those who are accustomed to it do not mind walking in a well paved street, it cannot be denied that lack of sidewalks gives the town an unfinished, untidy appearance. The average visitor finds that sufficient grounds for classifying it as a "jay" town.

So much for the negative discussion. The positive advantages resulting from sidewalk installation would be many. First there would be the permanent convenience. Then, an extensive campaign of sidewalk building would be a strong advertising point, not only on paper but in the evidence of material improvement presented to the eyes of visitors. The fact that Sierra Madre was installing ten or twelve miles of walks would certainly make an impression.

How to Get Them

To have every property owner build his own sidewalk voluntarily would perhaps be the most satisfactory method. But it will never be done that way. Some will always hold back. The only way sidewalks can be secured for a whole street is for the city to order the improvement. Under the Vroman act this improvement cannot be protested. Walks must be laid wherever walks have not already been laid and accepted by the city.

As to expense it is likely the Vroman act offers the cheapest method. The engineering work is the largest item of preliminary expense and that has already been done on our improved streets. Contractors would undoubtedly make a lower price when bidding on a whole street than when doing the work piece meal, a lot or two at a time. It would also be much more satisfactory to have the work carried through all at once with a cement crew working from one end of a street to the other than to have it done intermittently, a little at a time, as would be the case under private contract.

The present agitation for sidewalk construction is opportune. It may be a big step in answering the question: "What's the matter with Sierra Madre?" It is well worth discussing.

MUST PROVIDE CUPS

The following order was recently approved by the state railroad commission regarding the furnishing of sanitary drinking cups on railroad trains in the state of California:

"It is hereby ordered that all passenger cars of steam railroads and interurban electric railroads in the State of California that constitute a train or part of a train whose schedule time between terminals exceeds one hour and thirty minutes, shall be so provided with sanitary individual drinking cups that passengers on said passenger cars may be able to purchase one or more cups at a price not to exceed one cent each, and the traveling public shall be so notified by means of a poster card notice placed in a conspicuous place at or near the water tank in each passenger car."

SECRET WELL KEPT

Rice-Ashmore Wedding Quietly Celebrated at Home of Bride's Mother

The marriage of Miss Marjorie Rice to Mr. Donald Covington Ashmore took place last Saturday, October 25, at the home of the bride's mother, Mrs. Jerome Rice of North Baldwin Avenue. The ceremony was performed by Rev. Dr. George H. Cornell, rector of the Church of the Ascension.

But one or two persons outside the family were advised of the event until after it had taken place and the happy couple had left town for a short wedding trip. Consequently there was a decided flutter of excitement in local society circles when the news was spread about town.

The bride is well known as one of the most beautiful and attractive young women of Sierra Madre. Her charming voice has made her prominent in musical circles and she has been universally popular during her residence of several years in this city. The groom who is one of the younger business men of Sierra Madre, has resided here about two years, gaining many friends and a reputation for strict integrity. In a short time they will be at home in the groom's residence on East Central avenue.

HORSES SEEKING TROUBLE

"That horse is going to be knocked galley west some of these days," remarked a business man as he watched a horse hitched to a wagon, carriage, cart or other conveyance which need not be specified, wandering across one of the downtown streets of its own volition. "It wanders around wherever it pleases when the driver leaves it standing and some time a swift auto will come around the corner and there will be a smashup. Then there will be some frenzied agitation and the city trustees will be beseeched to pass an ordinance requiring that all horses left standing in streets or public places be tied to a post, weight, or other suitable anchor so they will stay where they are put."

Anyone who is much about town can confirm the truth of what this man said, as applied to several different cases. Not only is the practice dangerous but many times horses left standing in the residence parts of town wander around till they find some tender bit of vegetation on which to browse. Later the property owner discovers that some choice shrub or tree which he has carefully nourished has been denuded or perhaps ruined as to shape. Who was to blame—horse or driver?

YAMS, YUM, YUM!

Fred Vannier sent a yam up to the News office last week and the editor's family has been eating yam most of the time since, besides dividing up with the neighbors. Mr. Vannier said it was not unusually large, though it was about a foot and a half long and weighed about five pounds. Maybe you never heard of a yam before. Well, it is a first cousin to a sweet potato, with a similar shape but a pink skin. Boiled, baked or fried, it is as good if not better than its yellow cousin. After tasting a good sample of yam it is easy to understand the affectionate references to that vegetable in the writings and conversations of southerners.

CONGREGATIONAL CHURCH

Continuing the series of sermons on the general theme, "The Christian's Relation to Christ," next Sunday morning the special theme will be "Friendship with Christ." The celebration of the Lord's Supper will follow the sermon.

In the evening, continuing the review of the "Night Scenes of the Bible," we will consider only one scene, "Gethsemane," and its surroundings. The pastor specially urges members of the church, and all who will, to make attendance at the mid-week service on Wednesday evenings the habit of your lives.

Next week we will consider again the topic of last week, namely, "What Christ Expects of Christians."

Young people who are willing to study the practical workings of Christianity will get much good from these meetings.

Remember the offering for local benevolences next Sunday morning.

W. H. HANNAFORD, Pastor.

EPISCOPAL SERVICES

Church of the Ascension, the Rev. Dr. Geo. H. Cornell, rector. Vested choir, Saturday, Nov. 1st, All Saints Day, Holy Communion 10 a. m. Sunday services: Sunday school 9:45 a. m.; sermon and Holy Communion 11 a. m. The services will be appropriate to All Saints Day. The vestry will meet at the rector's study on Wednesday evening at 8 o'clock. A cordial invitation is extended to all.

HOME OF TRUTH

Devotional services Sunday at 3:30 at the Home of Truth, 493 Auburn avenue. Services conducted by Harriet C. Hamor. All are cordially welcome. Sunday school is held at 2 o'clock. All children are welcome.

FLOWER FETE EXPECTED TO BE GORGEOUS

(By Women's Club Press Committee)

We wish to again remind the people of Sierra Madre that the annual Chrysanthemum fete will be held on Thursday and Friday of next week. This will be a festival of flowers and dancing.

We look forward to a fine and varied display of chrysanthemums, dahlias and roses which will be truly a feast for the eyes. Mr. Irving N. Ward's exhibit of roses and other beautiful flowers and shrubs will, we feel sure, be worthy of special attention.

There will be a cafeteria dinner each evening served from 5:30 on. On Thursday afternoon there will be a musical program with Miss Mary McAfee, a young pianist, and Miss Bernadine Whalen, violinist. In the evening these ladies will again give musical selections. Miss Wilcox of the Cumnock school will give light and humorous readings.

On Friday afternoon there will be a miscellaneous program and in the evening the dance which is expected to be particularly pretty. The dance will begin at eight. From nine to ten will be given to the cotillion, after which the dancing will be continued until twelve. All of the dancers included in the cotillion and every figure will be favored. The committee has been working diligently and the favors are especially pretty.

No special organization or set of people can bring this festival forward to completion. We want the whole of Sierra Madre to come forward and help to make a successful exhibition and a joyous occasion.

Club Notes

The Woman's Club held its first meeting of the year Monday, October 27, under the direction of the Art Committee. The program provided was most enjoyable.

Miss Glenora A. Link, pianist, of Los Angeles, who always charms, delighted the audience with three selections, Cadenza of the 3rd Concerto of Beethoven, "The Witches' Dance" by MacDowell and the Rigoletto paraphrase of Liszt. These were so beautifully executed that it was with regret her listeners heard the last notes die under her touch.

Following the short musical program Mrs. Howard Gridley gave a talk on oriental rugs both interesting and instructive. She has studied these rugs for many years and treats her subject entirely from the artistic viewpoint. She showed these old masters of rug weaving and rug designing giving expression to the poetry of their souls in this form and she spoke of the gratitude due the Turkish merchant for finding and giving to the world their work. Their ancient secret process of dying their wools so carefully guarded and for so long a time lost she is convinced will be restored in time.

Mr. E. T. Bedigan of Los Angeles exhibited three rugs of great beauty, an Anatolian 400 years old valued at \$4000, and two Persians valued respectively at \$1000 and \$500.

MYSTERY OF HALLOWE'EN

On the last day of this month, October 31, the holiday or "holy day," commonly called "Hallowe'en" or "All Hallow's Eve," or "All Saints Eve," is always observed by Christian countries in various ways. In some countries it assumes a religious aspect, but it has been turned into a day of fun and frolic among the young people with witches and Jack o' Lanterns added and each year sees more elaborate planning added.

When the calendar of "Saints Days" was compiled that none should be overlooked and to provide those canonized in the future, the first day of November was dedicated to "All Saints," hence the name.

The evening before this was considered to be hallowe'en and was called "All Hallow's Eve," but history and literature show it to have developed into an occasion for mystical ceremonies and tempting of fate to reveal life partners.

A mystic charm has always hung about this night and although ancient customs long since gave away to more modern amusements, yet there lurk the old superstitions hard to dispel these days.

NIGHT PROWLERS BUSY

Burglars, probably of the amateur type, broke into the tailor shop of J. Anderson and the Welsher grocery store one night last week. Two suits of clothing were taken from the former but Mr. Welsher could find no signs of anything being taken from his store. Aside from the monetary loss involved in the taking of the clothing the meanest feature of the theft hinged upon the fact that one of the missing suits belonged to a young man who was about to take a wedding journey. So far as can be learned, however, he did not allow the theft to interfere with his plans in any way.

MORE ABOUT SHOW WINDOW ADVERTISING - SOME RESULTS

Good results have already followed the article in last week's News regarding the improvement of store window displays in Sierra Madre. Two or three merchants have already substituted pleasing merchandise displays for dust covered articles sprinkled with dead flies. There are two or three more illuminated windows at night than there were a week ago. More have indicated their intention to join the forward movement. But several are apparently still asleep. What can be done to rouse them? They need to be stirred up not only for their own good but for the good of the community.

Various excuses are offered for failure to present attractive window displays.

"Too busy," says one. What, too busy to sell goods? No. Well, this is a very important step in the process of selling.

"The situation here is peculiar," says another—"there aren't enough people on the streets to make it worth the bother." That argument gets you nowhere. It works in a circle. The merchants do not present window displays because there are not enough people on the streets. The people do not come out on the streets because there is nothing to attract them. And there you are.

One man actually seems to think he can't afford to do anything to attract people on the street because while they were on the way to his store they might see his competitor's display. Don't you think he must be proud of himself and his business?

That Holiday Money

What are the merchants of Sierra Madre going to do about keeping holiday money at home this year? Every year they complain about the amount that is spent elsewhere. But frankly, what have they done to keep it at home?

Their holiday stocks have been creditable enough as far as they have gone. But what effort was made to let people know what was in stock? Would the public have gained any idea from the window displays? Well hardly!

The Right Combination

There is a combination which is hard for the buying public to resist. It is newspaper advertising plus attractive display of goods. Now some one will say: "There it is. I knew he was driving at something—he's just trying to round up some advertising by all this talk about window display."

Wrong again. This window display business is a big thing—it is a community affair. It is of vastly more importance than any temporary increase in News advertising receipts.

Strangers and newcomers will judge the business community largely by outward appearances. Now, honestly, Mr. Merchant, are you doing your part to give a good impression? Oh for the power to inject into every soulless merchant some sense of responsibility!

for this trade that is actually driven away!

District Agent Fred Schwartz of the Edison Company brings in a copy of a letter from Mr. Pieper, illumination engineer for that company, which is self explanatory. It contains food for thought on the place of the show window in a store's advertising and is reprinted in part herewith:

Pleasant Commendation

Mr. Fred Schwartz, District Agent, Monrovia.

Dear Sir:—I have to thank you for copy of the Sierra Madre News and I have read with a great deal of interest the "Heart to Heart Talk with Merchants and Landlords."

Please congratulate Mr. Morgridge for me on his courage and progressiveness. This sort of publicity cannot fail in bringing about good results.

I consider the electric lighted show window the most ever-ready and forceful medium whereby the merchants can advertise direct to his entire circulation. It is the profit pulling power of this very show window that gives the greater value to the greater circulation of the prominent corner. The merchant prospers to the degree in which he makes this silent salesman work, and in proportion to his success in attracting the attention and interest of every passer-by, and in impressing the value of his offerings on every possible customer who comes within range of his window.

The Message Direct

A window display is an advertisement but instead of telling about the merchant's wares it shows the actual goods and every merchant knows the difference.

Because a show window is an ad it has a set value, and there is no more valuable advertising circulation than among the evening crowds for there is no time when the window display stands out as clearly as in brilliant contrast with the night. When the day's work is done the merchant's "circulation" is in its most receptive state, and the cost of reaching these biggest opportunities is simply the cost of window illumination. Without that light the cleverest, most appealing display of goods is wasted after sundown.

Arousing the Desire

People like to see the goods themselves and the desire to possess is one of the strongest of human traits. When we see in a store window an article that makes a strong appeal we think of it a dozen times before bedtime. Next time we pass that way another look does the trick.

It rests largely with the merchant whether his window lighting shall be economical or expensive; whether it shall represent efficient advertising at low cost or an indifferent display with a big bill for current. It is just as foolish to overlook the saving which may be effected by the proper treatment of the illumination as to disregard the value of displaying the goods after dark.

Yours very truly,

J. HARRY PIEPER,

Engineer Illumination and Vehicles.

Sierra Madre Directory

CITY OFFICIALS

BOARD OF TRUSTEES—C. W. Jones, Chairman; C. E. Gray, N. W. Tarr, J. C. Pegler, L. E. Steinberger. Regular meetings in City Hall, second and fourth Thursday evenings.
City Clerk, C. H. Perry; Attorney, C. C. Montgomery; Treasurer, Max W. Wolff; Marshal, Tax Collector, and Street Superintendent, A. M. Udell; Engineer, W. F. Bixby.

BOARD OF HEALTH—Dr. R. H. Mackerras, Chairman; P. Biederman, Secretary; J. A. Osgood, A. N. Adams, Dr. A. O. Holmes.

BOARD OF TRADE

President, N. W. Tarr; Vice-President, George B. Morgridge; Secretary, E. F. Bailor; Directors, F. H. Hartman, N. T. Brown, C. S. Kersting, J. W. Keys, W. S. Hull.

CHURCHES

CONGREGATIONAL CHURCH—Central Ave., at Hermosa. Rev. W. H. Hanna-ford, Pastor. Sunday school, 9:30 a. m. Morning worship, 11 a. m. Christian Endeavor Society, 6:45 p. m. Evening worship, 7:30 p. m. Midweek prayer meeting, Wednesday at 7:30 p. m.

CHURCH OF THE ASCENSION (Episcopal)—Dr. George H. Cornell, Rector. Residence, The Rectory. Phone Black 20. Sunday school, 9:45 a. m. Morning Prayer and sermon, 11 a. m. Holy Communion first Sunday in the month, 11 a. m.; on the greater festival and other days by appointment, 7:30 a. m.; Sunday evening service from October to July, 7:30 p. m.

ROMAN CATHOLIC—Chapel on Highland avenue, east of Baldwin. Rev. M. W. Harth in charge. Services at 9 a. m. Sunday.

HOME OF TRUTH—493 Auburn Ave. Sunday service, 3:30 p. m. Bible lesson, Wednesday, 3 p. m. Healing meeting, Friday, 8 p. m. All are welcome.

PUBLIC LIBRARY

SIERRA MADRE FREE PUBLIC LIBRARY—Central avenue, W. of Lima. Open each weekday afternoon from 1:30 to 5:30 and from 7 to 9 o'clock each evening. Mrs. F. B. Wheatley, Librarian. Municipal Library Board—George B. Morgridge, Chairman; H. J. Potter, Mrs. E. T. Pierce, W. S. Andrews, J. A. Osgood.

FRATERNAL

SIERRA MADRE LODGE, No. 408, F. & A. M.—Stated meeting first Tuesday in

each month. All visiting Masons welcome. Club House Hall, J. A. Patterson, W. M.; J. D. Mackerras, Secretary.

SIERRA MADRE CHAPTER, O. E. S., No. 229, meets the first and third Mondays of each month in Woman's Club House Hall at 8 p. m. Visiting members welcome. Mrs. W. E. Walker, W. M.; Mrs. Frank Biederman, Secretary.

SIERRA MADRE POST OFFICE

Mail Arrives

From the East—1 a. m.; 10 a. m.; 3:30 p. m.; 5 p. m.

From the West—9 a. m.; 3:30 p. m.; 6 p. m.

Mail Departs

For the East—7:40 a. m.; 11:30 a. m.; 4:30 p. m.

For the West—7:40 a. m.; 11:30 a. m.; 4:30 p. m.

Post Office Hours

Delivery—7:30 a. m. to 6:30 p. m. Lobby open till 9 p. m. Lobby open Sundays from 8 a. m. to 9 p. m.

SANTA FE ROUTE

Trains at Santa Anita Station

Eastbound

8:09 a. m. Riverside and San Jacinto local.

9:14 a. m. Kite Shaped Track local.

10:38 a. m. California Limited, Chicago and East.

2:40 p. m. Phoenix Express.

5:07 p. m. San Bernardino local.

5:31 p. m. "Saints" for San Francisco.

8:41 p. m. Overland, Chicago and East.

Westbound

6:17 a. m. Eastern Tourist Express.

7:31 a. m. Overland Express.

8:35 a. m. "Angel" from San Francisco.

9:14 a. m. San Bernardino local.

12:13 p. m. San Bernardino local.

1:44 p. m. California Limited.

6:30 p. m. San Bernardino local.

8:18 p. m. San Bernardino local.

PACIFIC ELECTRIC RAILWAY

Leave Los Angeles || Leave Sierra Madre

A. M. P. M. A. M. P. M.

4:00 12:05 6:10 12:10

5:55 1:05 7:00 1:10

7:05 2:05 8:10 2:10

8:05 3:05 9:10 3:10

9:05 4:05 10:10 4:10

10:05 4:40 10:10 5:10

11:05 5:10 11:10 5:28

5:30 6:08

6:05 7:05

8:00 8:00

9:55 9:55

11:45 10:50

|| Daily except Sunday

A. N. ADAMS
Opposite P. E. Station
Real Estate, Rentals Insurance
AGENTS FOR THE
Continental Insurance Co. of N. Y.
Policyholder Surplus \$15,999,832
Pays first and always 100 cents on the dollar

FEED AND FUEL TRANSFER
All kinds of stock and poultry feed. Best grades of fuel
Andrew Olsen
Red 85 Res., Black 24

Supplies For the Auto
and for the driver. We carry a complete line of togs, caps, coats, robes, lunch boxes and everything for comfort and pleasure.
Oils, Gasoline, tools and everything to make the car run right
A. L. Ryder
160 E. Colorado Pasadena

4---Worth Whiles
1—Second lot west of City Hall lot on Central avenue, being 40x124 to alley. Adjoining lot is held at \$2,000. This is the best business lot offered in Sierra Madre in months. See map in our window. Price.....\$1250 One-half cash
2—East half lot 7, Montelado tract, sidewalk, curbing, paved street, south exposure, large lot (50x205) easy terms. Price.....\$650
3—Lot 51x146 at north end of and look-down Windsor Lane, only one block to car line and one and one-half to post office. Easy terms.....\$575
4—Lot 26 Sierra Madre Heights, 50x150, sidewalk, curbing and street trees. Buy on your terms.....\$450

MEAD-GILLILAND REALTY CO.
Real Estate, Loans, Insurance, Notary
Open Tuesday and Thursday Evenings, 7 to 9

News Liners
Advertising inserted under this heading at the rate of five cents per line for each insertion.
FOR SALE—White Leghorn chickens of fine strain. Phone Red 37. 5tf
FOR SALE—15 White Rock hens, a bargain; also a few pieces of household furniture. Going away. All early Saturday A. M. 65 West Montecito. T. R. O'Hill. 5*
FOR RENT—Furnished, modern, 6 rooms, \$26.25; furnished modern, 4 rooms, \$16.25; furnished 6 rooms, California, \$17.00; furnished 3 rooms, California, \$12.00. A. N. Adams.
FOR EXCHANGE—Modern 5-room bungalow on Woodlawn avenue, Los Angeles, with fine lot, lawn, fruit, etc. Price \$3,000 clear. Want Sierra Madre Improved to equal value. Mead-Gilliland Realty Co. 5
WANTED—\$2,000 at 7 per cent on first mortgage. Mead-Gilliland Realty Co. 5
FOR SALE—High class invalid chair in good condition. Cost \$150. Will sell for less than half price. 275 W. Central Ave. Phone Black 12. 4*
FOR EXCHANGE—12½ acres splendid citrus land one mile from Corona. Price \$350 per acre including water. Will exchange for Sierra Madre Improved or vacant. Mead-Gilliland Realty Co. 4-5
AFFIDAVIT OF OWNERSHIP, MANAGEMENT, ETC.
of the Sierra Madre News, published weekly at Sierra Madre, California, required by the Act of August 24, 1912.
Name of editor and publisher, George B. Morgridge, Sierra Madre, California.
Sole owner, George B. Morgridge.
Known bondholders, mortgages, and other security holders holding 1 per cent or more of total amount of bonds, mortgages or other securities, None.
George B. Morgridge.
Sworn to and subscribed before me this 1st day of October, 1913.
A. S. Mead, Notary Public in and for the County of Los Angeles, State of California.
(Seal)
(My commission expires May 26, 1915.)

THE SIERRA MADRE NEWS

By GEORGE B. MORGRIDGE

PUBLISHED FRIDAYS SUBSCRIPTION \$1.50 YEARLY
ENTERED AS SECOND CLASS MATTER AT THE POST OFFICE AT SIERRA MADRE, CALIFORNIA
OFFICE, ROOM G, KERSTING COURT OPPOSITE PACIFIC ELECTRIC STATION
TELEPHONE BLACK 42, UNIVERSAL LONG DISTANCE CONNECTIONS

FRIDAY, OCTOBER 31, 1913

EDITORIAL CHAT

Telephone Eavesdroppers—

Listening on party telephone lines to conversations not intended for their ears is said to be a favorite diversion of some people. And while it is not pleasant to think there are any such in Sierra Madre pretty strong evidence has been presented in two or three cases. If any here are guilty of the practice I would commend to their attention the remarks of Judge Works delivered on Thursday to a divorce witness who admitted to having listened on his party line to conversations between the woman in the case and other persons.

"You were not prompted by a desire to help society, but you were a teardrop instead of a bulldozer in what you did, and you are deserving of the severest condemnation," said Judge Works.

"I think I have heard from you about the most remarkable statement that I have ever heard from any man in my lifetime, either on the witness stand or off it, and I cannot permit you to leave the witness stand without characterizing in severest terms your testimony and the conduct upon which your testimony is based.

"You have acted in spying upon these people and answering the telephone when they were called, just exactly the same as if you had hid yourself in a closet in a room in order to see what went on there. And I say to you if men were allowed to do without reprehension things such as you have done society would not be safe and there would be no sanctity to the home whatever."

Legitimate Inquiry—

Some of the male headgear this fall prompts one to make the query: "Who's your milliner?"

Growing Popularity—

If the California railroad commission isn't careful it will become so popular that it will be swamped with cases submitted to it for settlement. In fact, it is a wonder how the members have waded through the number of cases settled and accomplished such good results. The peculiar thing about the situation is the fact that the commission has accomplished the seemingly impossible and won the confidence both of the public and of the public service corporations. Time without number the people have been given relief from some extortionate rate or inadequate service. Abuses have been corrected during the commission's short period of activity that had awaited adjustment for years, or decades. The commission had the power and used it. As the San Francisco Star says: "The state railroad commission is doing more to force the franchise corporations to give good service than all the city councils in the state ever tried to do." Why, then, may be asked, have the corporations come to look with favor on the commission's work when they fought so bitterly against enlarging its powers? Two reasons account for the change in attitude. First, experience has shown the commission's policy in adjusting rates on a scientific basis as near as may be, to give assurance of fair remuneration for services rendered. Second, it is better for all concerned to have public service policies adjusted by one body for the whole state than to have each community pulling and hauling for itself on every utility concern which serves it. With entire local control over corporations neighboring cities are sometimes in conflict in the things they seek from a utility which serves both. The obvious tendency at present is to centralize control of all utilities in the state with the railroad commission. If the commission is to continue its usefulness the government of the state must be kept as free from corporation control as it is at present.

Editorials at Wholesale—

One of the funniest propositions that comes to the editorial desk is that of a concern back in Illinois offering long distance editorial service which would put the canned and copyrighted stuff of the Hearst papers in the background for factory made stuff. Books of editorials on all subjects are offered, as well as a weekly service containing "local" items all complete except for the names of residents of each locality where the service is purchased. Of course all this stuff, even the editorial matter, is to be published as original.

And there are some papers right here in Southern California which use it! No thank you. When this paper prints editorial matter prepared outside the office it will be with full credit.

Colleges and Spelling—

Colleges are one of the pet targets of pert paragraphers. When nothing else presents itself the college and higher education are always available for a smart slam. Just at present it is the editorial fashion to be appalled at the average collegian's inability to spell, based on the investigation of some magazine writer. Colleges are thereby proven to be useless and candidates for the discard. It does not seem to occur to these wise scribes that colleges do not teach spelling, and have no business teaching it. The student is supposed to have mastered the spelling book before matriculating at college. If the colleges are at fault in the matter it is not in their failure to teach spelling but in permitting the enrollment of students who come up from the high schools without adequate training in spelling.

Now nine tenths of the college matriculants are admitted, not upon examination to prove their preparedness, but upon certification of high school principals that they have completed the preparatory courses in satisfactory manner. The failure in the teaching of spelling lies not with the colleges but with the public schools. Either the system is wrong or the teaching is inefficient. With the colleges, however, lies the power of compelling some remedial steps. Their power to shape the high school courses is almost absolute. If they will decree that any high school whose graduates are not reasonably proficient in spelling will be taken from the list of accredited preparatory schools there will be a sudden increase in the amount of attention given to spelling.

Underwear—new stock just in; fleece lined, winter weight for women; high neck, long sleeve, at 35c—extra good values fine rib at 50c—Combination Suits fleece lined, splendid quality, at \$1.00.
J. F. Sadler & Co.

Wizard Fertilizer is for every thing that grows out of the ground. Don't forget that the quantity used makes it the cheapest on the market. Sierra Madre Feed & Fuel Co.

SUPERINTENDENT'S NOTICE RE-QUIRING PAYMENT OF ASSESSMENT PARK AVENUE (FORMERLY PALM DRIVE) STREET OPENING

Street Superintendent's Notice Requiring Payment of Assessment.

Office of the Superintendent of Streets, Sierra Madre, California, October 23, 1913.

In compliance with the law, notice is hereby given, that on the 20th day of October, A. D., 1913, I received from the city clerk and clerk of the Board of Trustees of the city of Sierra Madre, a certified copy of the written report, assessment and plat accompanying same, made by the commissioners appointed by the Board of Trustees of the city of Sierra Madre to assess benefits and damages and have general supervision of the proposed work and improvement of opening Park Avenue, formerly Palm Drive in the City of Sierra Madre, California, from the Northern line of Mariposa Avenue, to the Southern line of Central Avenue and opening the produced portion to a uniform width of fifty (50) feet in accordance with resolution of intention No. 39, of the Board of Trustees of the City of Sierra Madre, adopted October 29, 1912.

That said report, assessment and plat were filed by the commissioners in the office of said clerk of said Board of Trustees of the City of Sierra Madre on the 27th day of March, A. D., 1913, which said report, assessment and plat were finally confirmed, approved and adopted by the Board of Trustees of the City of Sierra Madre, at a meeting of said Board, held on the 11th day of September, A. D., 1913, by its Resolution No. 43, and that said assessment therein contained is now due and payable and is a lien upon all property contained and described therein and is therein assessed for a proportion of the cost of said improvement as shown by said report, assessment and plat now on file in my office.

Notice is also given that all sums levied and assessed in and by said assessment-roll, are due and payable immediately and that the payment of each said sum, respectively, is to be made to me within thirty (30) days from the date of the first publication of this notice, to-wit: On or before the 23rd day of November, A. D., 1913; which said date is thirty (30) days from the 24th day of October, A. D., 1913, and that all assessments not paid before the expiration of said thirty (30) days will become and will be declared to be delinquent and that thereafter the sum of five (5) per cent on the amount of each such delinquent assessment, together with the cost of advertising each such delinquent assessment will be added thereto.

Sierra Madre, California, this 23rd day of October, A. D., 1913.

A. M. UDELL, Superintendent of Streets of said City of Sierra Madre, and Street Superintendent of said City of Sierra Madre.

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